

LINGUISTICS AND ITS METHODS

Abduraximova Shaxnoza Abdurashitovna,
Senior Teacher of the TMC institute of Tashkent
Department of Languages, Exact and Social Sciences.
e-mail: abdyraimovashaxnoza@gmail.com,

Annotation. *The article analyzes linguistics and its study methods, language and culture are the basis of study of the field and the views of scientists about the methodology of linguistics.*

Key words: *linguistic and cultural studies, language, culture, methodology, linguocultural methods.*

Annotasiya. *Mazkur maqola lingvistika va uning tadqiqot usullarini tahlil qiladi, til va madaniyat ushbu sohani o'rganishning asosini tashkil etadi hamda olimlarning lingvistika metodologiyasiga oid qarashlarini yoritadi.*

Kalit sozlar: *Lingvistik va madaniy tadqiqotlar, til, madaniyat, metodologiya, lingvokultural usullar.*

Аннотация. *В статье анализируются языкознание и методы его изучения, язык и культура являются основой изучения данной области, а также взгляды ученых на методологию языкознания.*

Ключевые слова: *лингвокультурология, язык, культура, методология, лингвокультурологические методы.*

The study of the relationship between language and culture, or linguo-cultural studies, is a popular area of research and analysis in the current period of globalization and cultural mingling. Because it represents the worldview, way of thinking, customs, and national character of an entire nation, language is known to be a mirror of culture. Because of this, linguists refer to language as a "weapon of culture," "mirror of culture," "treasure of culture," and "carrier of culture." Linguoculturalology, a branch of linguistics, was established to investigate the similarities between language and culture.

Researching the connections between language, culture, and ethnicity is an interdisciplinary issue. Only through the combined efforts of multiple academic fields—from sociology and philosophy to linguistics and ethnolinguistics—can this issue be resolved. For instance, psycholinguistics deals with particular linguistic facets of ethnic, social, or group communication, language philosophy deals with ethnic issues of linguistic thinking, etc. Myths, legends, other folk oral creative works, or simple dialogue texts recorded from the folk language or in the phraseological layer of the language that have gained symbolic, figurative, or metaphorical meaning in the culture and whose outcomes are hypothetically generalized in the human mind through the visual world are all studied in linguistics. The identified language units are listed. We also know that the desired national traditions may become phraseology, proverbs, or matals, which can lead to the creation of a linguistic and cultural unity. The discipline of

linguistics examines the human, or more accurately, the cultural component of an individual. The anthropological paradigm of man as a cultural phenomenon is thus characterized by a series of accomplishments that form the core of linguistic and cultural studies.

The human factor—more specifically, the cultural component of an individual—is the emphasis of linguistics. The fact that culture is the focal point of linguistic and cultural studies suggests that it is a phenomenon associated with the anthropological paradigm of man³. Linguistics thus examines real communication processes, or the usage of language expressions associated with people’s culture and psychology, that is, their awareness, common traditions, and customs.

Thus, linguaculturology is one of the new branches of linguistics that investigates the relationship between language and culture. Like all departments, it uses its own techniques to analyze the language of works. Applying the concepts of worldview to the cognitive process is known as methodology. The necessity to generalize the methods employed in human cognitive activity gave rise to methodology as a broad theory of methods. The dialectical method was named methodology—that is, a teaching about techniques that constitute a method of scientific research—because it influences unique scientific methods, that is, ways related to different fields. Methodological issues were first identified in the context of philosophy.

There is currently no comprehensive methodology in the field of contemporary linguo-cultural studies, and researchers equate its approach with linguistics methodology. Studying the relationship between language and culture in greater detail and with greater clarity through analyses and examples is the primary goal of linguistic and cultural approaches. Methods and approaches pertaining to language and culture are employed in disciplines including culturology, linguistics, ethnolinguistics, and anthropology as part of linguistic and cultural science. because their research is embodied in the field of linguistic and cultural studies. For this reason, the process of linguistic and cultural study selectively employs a number of linguistics and cultural studies techniques.

Every particular scientific study methodology has drawbacks. But because the interacting language and culture are so complex, it is hard to tell its genesis, nature, and functions using a single approach. As a result, it makes perfect sense to employ several complementing techniques in this field ⁵. Methods of linguistic and cultural studies include linguistic, cultural, sociological, and anthropological approaches. These techniques enhance and facilitate the study methods of language and culture relations, which have a complicated relationship in linguistics and culture, and they complement one another in the process of cultural analysis. The separation of this discipline into

approaches is a topic of debate among many scientists. To investigate the relationship between language and culture, linguist Lakoff specifically suggests the method of metaphor analysis.

As a practical approach to linguistic and cultural studies, Telia, another well-known linguist, proposes the use of the macrocomponent technique. In this instance, cultural analysis is done in a methodical manner. Some researchers also suggest a way to use texts on linguo-cultural studies techniques to investigate the connection between language and culture.

However, this philosophy is regarded as antiquated and unrelated to modern life in the context of globalization and integration. Thus, the primary goal of contemporary linguistic and cultural studies is to characterize the live processes of language and culture, expand beyond the purview of linguistics, and—above all—scientifically forecast the evolution of language and culture.

Although many civilizations and speech communities lack written communication, speech seems to be universal to all humans capable of creating and perceiving it; Phonological rules, sound alterations, and speech faults are examples of features that occur in speech but are not necessarily captured in writing; Even pictographic scripts, such as Dongba writing Naxi homophones with the same pictogram, and text in writing systems used for two languages that adapt to the spoken language being recorded are examples of how all natural writing systems reflect a spoken language (or possibly a signed one); Speech developed prior to the invention of writing by humans. Speaking and processing spoken language are easier and more natural to people than writing.

Finding and characterizing the generalities and variations within specific languages as well as across all languages is a major focus of linguists. Applied linguistics "applies" the findings of those studies to other fields. Language education, lexicography, translation, language planning—which includes implementing governmental policies pertaining to language use—and natural language processing are among the fields that frequently employ linguistic research. Some have claimed that the term "applied linguistics" is a bit misleading.[70] Rather than simply "applying" linguistics' existing technical knowledge, applied linguists really concentrate on understanding and developing solutions for real-world linguistic issues.

These days, a lot of applied linguistics fields use computers. Phonetic and phonemic knowledge are used in speech synthesis and recognition to give computers voice interfaces. Applied linguistics has seen a rise in the use of computational linguistics in machine translation, computer-assisted translation, and natural language processing. Modeling syntactic and semantic ideas on computer restrictions is one way

that their influence has impacted theories of syntax and semantics. Many governments employ the subfield of applied linguistics known as language analysis to confirm the claimed nationality of asylum seekers who lack the supporting documents.

The goal of structural linguists is to comprehend the rules of language use that native speakers are aware of, even if they are not always cognizant of them. Every linguistic structure can be dissected into constituent elements that are assembled based on (sub)conscious rules at various levels of examination. Examine the word "tenth"'s construction from two distinct angles, for example. At the level of internal word structure, or morphology, the word "tenth" is composed of two linguistic forms: one that indicates ordinality and the other that indicates a number.

In conclusion, linguistics, as the scientific study of language, serves as a crucial field for understanding not only the structure of languages but also the cultural and cognitive processes behind human communication. Its methods are diverse and multifaceted, ranging from **descriptive approaches**, which document and analyze the grammar and vocabulary of languages, to **comparative and historical methods**, which explore the evolution and relationships between languages. Modern linguistics also employs **experimental, corpus-based, and computational techniques**, allowing researchers to examine language in real contexts, model linguistic patterns, and predict linguistic behavior.

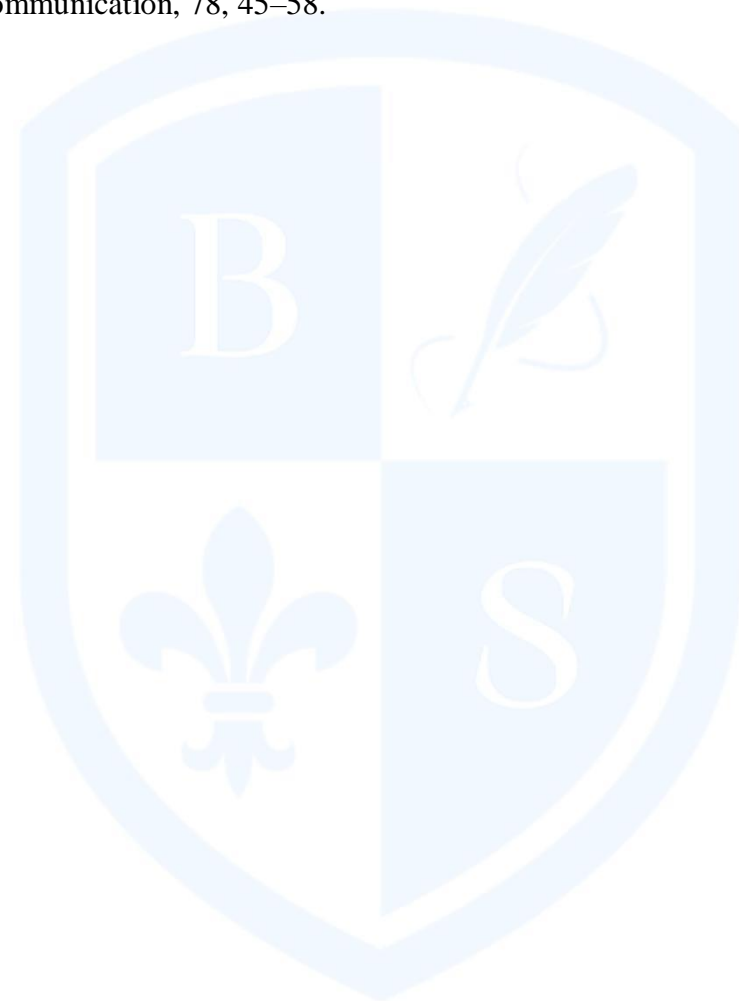
The study of linguistics is inherently interdisciplinary, connecting with anthropology, psychology, sociology, and computer science. For example, **sociolinguistic methods** reveal how social factors such as age, gender, and region influence language use, while **psycholinguistic approaches** help us understand language acquisition and cognitive processing. By combining theoretical frameworks with empirical observation, linguists can uncover not only the rules of language systems but also the ways in which language shapes thought, identity, and culture.

Furthermore, linguistics and its methods have practical applications in **education, translation, language policy, artificial intelligence, and communication technology**. The precise analysis of language structures aids in teaching foreign languages effectively, designing natural language processing systems, and preserving endangered languages. In essence, the methods of linguistics provide tools to systematically explore the complexity of human communication, bridging the gap between theory and practice, and highlighting the central role of language in human society.

Overall, the field of linguistics, enriched by its methodological diversity, continues to deepen our understanding of language as a dynamic, culturally embedded, and cognitively significant human phenomenon.

References:

1. Sharifian, F. (2020). Cultural Linguistics and intercultural communication. *Journal of Pragmatics*, 170, 1–12.
2. Kramsch, C. (2022). Language as symbolic power in intercultural communication. *Applied Linguistics Review*, 13(2), 245–260.
3. Kecskes, I. (2022). Intercultural pragmatics in digital communication. *Intercultural Pragmatics*, 19(3), 287–305.
4. House, J. (2020). Translation as intercultural mediation in the digital age. *Meta: Translators’ Journal*, 65(2), 350–367.
5. Wierzbicka, A. (2021). Cultural key words in global discourse: A corpus-based approach. *Language & Communication*, 78, 45–58.



UNIVERSITY
OF BUSINESS
AND SCIENCE